

Position description

Position title:	Senior Communications Officer
Date established:	February 2016
Reports to:	Communications Manager, The Australian Prevention Partnership Centre
Direct reports:	None
Employment Status:	Full-time, 12-month contract, with possibility of extension

Background

The Sax Institute is a national leader in promoting the use of research evidence in health policy. A non-profit organisation, we aim to improve health and wellbeing by driving the use of research in policies, programs and services.

We support organisations to use evidence to inform their work, we build research infrastructure that generates new knowledge for use in decision making and we lead the development of knowledge about how to increase the use of research.

The Australian Prevention Partnership Centre

The Australian Prevention Partnership Centre is a national collaboration of researchers, policy makers and practitioners who are working together to identify new ways of understanding what works and what doesn't to prevent lifestyle-related chronic health problems in Australia. It involves many of Australia's internationally leading researchers in prevention, with 31 investigators from five states and territories and more than 20 universities, and government, non-government and private sector agencies.

It is jointly funded by the National Health and Medical Research Council, the Australian Government Department of Health, NSW Ministry of Health, ACT Health and the HCF Research Foundation. The Prevention Centre is administered by the Sax Institute.

With funding of \$22.6 million over five years, the Centre's work is co-produced by academic researchers, health system practitioners and policy makers from across Australia. There is a strong focus on learning from action, bringing a systems perspective to planning, implementation and evaluation of action to prevent chronic disease.

Purpose of position

The Senior Communications Officer will manage, write, edit and produce high-quality communications about the Centre, its work and people, as well as about key issues in the prevention of chronic disease. They play a lead role in leading and implementing key communication channels of the Centre.

Key accountabilities

The Senior Communications Officer is based at the Sax Institute as part of the Prevention Centre's Coordinating Centre, which includes the Director, Deputy Director, Communications Manager, Program Manager, Learning and Development Manager, Knowledge Integration Manager and Administration and Communications Officer. This position reports to the Prevention Centre's Communications Manager.

Responsibilities

The Senior Communications Officer will work with the Communications Manager, Centre investigators, staff and partners to:

- Provide communication support to all aspects of the Centre's work
- Help establish a profile for the Centre and ensure its value is recognised
- Make readily available what is known about prevention, including disseminating the outcomes of research, syntheses and position statements from the work of the Centre and beyond
- Contribute to the development of a more sophisticated public dialogue about prevention and the establishment of effective prevention messages

The Senior Communications Officer's responsibilities will include the following:

With the support of the Communications Manager and the Administration and Communications Officer, the Senior Communications Officer will lead the e-newsletter and event communications.

E-Newsletter

- Plan strategy and content to increase subscriptions and build engagement and readership
- Plan, gather, write and edit content for each edition
- Work with the designer and Administration and Communications Officer, to design and lay out the newsletter.

Event communications

- Plan and lead event communications strategy
- Write and produce event promotions and coverage
- Plan and commission event videos
- Manage live streaming of events.
- Under the leadership of the Communications Manager, the Senior Communications Manager will support:

Website operation and strategy

- Gather, write and edit website content
- Assist with monitoring website use and strategy
- Work with Administration and Communications Officer to administer and update the website

Writing and editing needs across the Centre

- Write, edit and produce corporate resources, such as brochures and fact sheets
- Edit and proof evidence reviews
- Write for external organisations, such as partner newsletters, and public health journals and blogs

Social media

- Operate and develop the Centre's Twitter account
- Make recommendation about innovative strategy and best practice
- Develop other social media channels

Communications capacity building

- Provide writing and editing support for the Coordinating Centre and research projects
- Assist research projects to develop and implement communications plans.

Media relations

- Write media releases
- Respond to media inquiries and pitch stories to journalists
- Provide media relations support for research projects.

External relationships

The Communications Officer will work collaboratively with the Centre's government, non-government and university partners. They will also help to manage relationships with the media.

Essential selection/performance criteria

- Tertiary qualifications in communications
- At least five years' experience as a journalist or writer, or in a communications role
- Demonstrated high-level writing and editing skills, with proven ability to communicate complex ideas in an engaging and readable way
- Proven ability to plan, write and produce a variety of communications to engage different audiences.

Desirable

- Experience in health communications/publications
- Hands-on experience in leading social media strategy and implementation
- Demonstrated understanding of, and interest in, public health
- Experience in media relations